



EFFECTIVE: SEPTEMBER 2004
CURRICULUM GUIDELINES

A. Division: **Instruction** Effective Date: **September 2004**

B. Department / **Commerce & Business Admin.** Revision New Course
 Program Area: **International Business Studies**

If Revision, Section(s) **C,H,J**

Revised:

Date of Previous Revision: **March 1996**

Date of Current Revision: **October 2004**

C: MARK 3300 **D:** International Marketing **E:** 3

Subject & Course No.	Descriptive Title	Semester Credits
<p>F: Calendar Description: This course examines the international activities of firms from a marketing perspective. While Canada is a very active trading nation in terms of both importing and exporting, the focus of this course will primarily be on exporting, particularly from the perspective of small- and medium-sized companies.</p>		
<p>G: Allocation of Contact Hours to Type of Instruction / Learning Settings</p> <p>Primary Methods of Instructional Delivery and/or Learning Settings:</p> <p>Lectures and Seminars</p> <p>Number of Contact Hours: (per week / semester bPri</p>	<p>H: Course Prerequisites:</p> <p style="text-align: center;">MARK 1120</p>	
	<p>I: Course Corequisites:</p> <p style="text-align: center;">nil</p>	
	<p>J: Course for which this Course is a Prerequisite</p> <p style="text-align: center;">BUSN 4401 and MARK 4400</p>	

M: Course Objectives / Learning Outcomes
The student will be able to:

1. develop a general overview and understanding of international marketing;
2. identify and analyze the marketing environment unique to various nations;

Q: Means of Assessment	
Major Term Project	20%
Cases (2 to be handed in)	20%
Class Participation	10%
Article Presentation	10%
Midterm Examination	20%
Final Examination	<u>20%</u>
Total	100%

| **R:** Prior Learning Assessment and Recognition: specify whether course is open for PLAR |
| No. |

Course Designer(s): **Joe Ilsever**